

Claude, FYI, P. 1/10/85 Outdoor

Eight Sheet: Market by Market

A look at the daily effective circulation of 58 cities as well as the medium's penetration into ethnic markets.

THE OUT-OF-HOME Measurement Bureau has recently released information detailing daily effective circulation (DEC) for 58 markets in the past three years. According to Julian Sloan, managing director of the OMB, nearly 32,000 eight-sheet panels have been audited, reaching a total urban population of 72.2 million people. Of particular interest is the medium's penetration into the Hispanic and black markets. Since 1985, when the new revised audit came into usage, 7500 panels directed to blacks and 4900 panels directed to Hispanics have been audited.

A market-by-market statement for both the total population and ethnic population follows.

Eight Sheet Audited Average DEC's
by Market since 1982

Population	Market	Total Panels	Average DEC
7908.9	Los Angeles Metro	1373	82
6526.7	New York	275	12,094
	Chicago	316	7994
6029.1	Chicago	2953	82
4044.3	Detroit	1351	881
3485.0	Houston	2291	845
2262.4	Atlanta	801	705
2182.0	Dallas	850	915
2176.3	Pittsburgh Metro	1651	970
1854.2	San Francisco/Oakland	654	948
	Philadelphia — Backlights	200	21,181
1681.8	Phoenix Metro	563	13,350
1671.7	St. Louis	606	8810
1620.2	Philadelphia	893	5300
1535.6	Denver Metro	134	9820
1452.0	Kansas City Metro	899	8900
1383.5	Sacramento/Stockton	162	8370
1314.7	Newark	1294	8980
1281.1	Paterson/Clifton	567	7090
1091.7	San Antonio	1171	7430
	San Antonio — Backlights	135	15,090
1069.0	Cincinnati	502	8540
1049.5	New Orleans	410	7510
1004.2	Charlotte/Gastonia/Rock Hill	134	8800
934.9	Milwaukee	435	7410
931.8	Memphis Metro	616	8450
876.0	Greensboro/Winston-Salem/High Point	127	6965
835.9	Dayton-Springfield	357	8470
815.1	Greater Bridgeport	169	7070
	Bridgeport	57	5450
810.0	New Brunswick/Perth Amboy/Sayreville	307	7590
769.5	Greater Waterbury	52	7520
765.1	Indianapolis	76	8890
759.0	Jacksonville	195	6000
753.4	Baltimore	904	6270
750.1	Birmingham	233	8020
	Birmingham	135	6770
636.4	Gary-Hammond	636	5570
600.9	Rio Grande Valley	796	5170
592.3	Greenville/Spartanburg Metro	151	7100
590.3	Raleigh/Durham Metro	112	7420
590.1	Tucson Metro	370	10,260
568.9	Oklahoma City	871	7100
549.8	Fresno Metro	151	10,287
548.2	Jersey City	411	7290
544.8	Albuquerque	623	10,300
540.3	Cleveland	810	8540
538.3	El Paso	533	8180
521.0	Youngstown-Warren Metro	64	8640
493.5	Orlando	172	8420
	Denver	132	11,180
486.8	Tulsa	190	7120
439.4	Greater Springfield	239	6760
393.0	Stockton	271	7580
388.7	Quad Cities	296	7330
340.0	Corpus Christi Metro	89	8080
303.3	Shreveport-Bossier	389	7450
	Corpus Christi	120	5730
236.7	South Bend	132	7400
235.6	Savannah	105	4700
169.2	Salisbury Metro	74	9910
	Laredo	71	6240
117.1	Laredo Metro	200	5100
109.0	Michigan City-LaPorte	86	5630
72.0	Victoria Metro	141	8030
14.9	Warrensburg Collegiate	24	4340
Total			
83,441.4			
Net			
72,245.2			
*update			

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31,907

Eight Sheet Ethnic Inventory by Market — Black Panels

Panels Directed
To Blacks

Market

New York
Chicago
Chicago
Los Angeles Metro
Philadelphia — Backlights
Detroit
Philadelphia
Houston
Baltimore
Atlanta
St. Louis
Memphis Metro
Dallas
Newark
New Orleans
San Francisco/Oakland
Birmingham
Charlotte/Gastonia/Rock Hill
Kansas City Metro
Pittsburgh Metro
Birmingham
Greensboro/Winston-Salem/High Point
Cincinnati
Indianapolis
Jacksonville
Raleigh/Durham Metro
Milwaukee
Oklahoma City
Gary-Hammond
Greater Bridgeport
Dayton-Springfield
Shreveport-Bossier
Greenville/Spartanburg Metro
Sacramento/Stockton
Orlando
Jersey City
Denver
Denver Metro
Paterson/Clifton
Savannah
San Antonio
Youngstown-Warren Metro
Fresno Metro
Tulsa
Bridgeport
Greater Springfield
South Bend
Stockton
New Brunswick/Perth Amboy/Sayreville
Greater Waterbury
Quad Cities
Corpus Christi Metro
Victoria Metro
Albuquerque
Cleveland
Corpus Christi
El Paso
Laredo
Laredo Metro
Michigan City-LaPorte
Phoenix Metro
Rio Grande Valley
Salisbury Metro
San Antonio — Backlights
Tucson Metro
Warrensburg Collegiate

7540

Eight Sheet Ethnic Inventory by Market — Hispanic Panels

Hispanic
Population

Market

Los Angeles Metro
New York
Chicago
Chicago
El Paso
San Antonio
San Antonio — Backlights
Houston
Rio Grande Valley
Sacramento/Stockton
Dallas
San Francisco/Oakland
Corpus Christi
Denver
Denver Metro
Phoenix Metro
Fresno Metro
Jersey City
Tucson Metro
Albuquerque
Philadelphia — Backlights
Laredo
Laredo Metro
Corpus Christi Metro
Newark
Greater Bridgeport
Stockton
Detroit
Paterson/Clifton
Gary-Hammond
Kansas City Metro
Milwaukee
Oklahoma City
Victoria Metro
Bridgeport
Greater Springfield
New Brunswick/Perth Amboy/Sayreville
Greater Waterbury
Tulsa
Atlanta
Baltimore
Birmingham
Birmingham
Charlotte/Gastonia/Rock Hill
Cincinnati
Cleveland
Dayton-Springfield
Greensboro/Winston-Salem/High Point
Greenville/Spartanburg Metro
Indianapolis
Jacksonville
Memphis Metro
Michigan City-LaPorte
New Orleans
Orlando
Philadelphia
Pittsburgh Metro
Quad Cities
Raleigh/Durham Metro
Salisbury Metro
Savannah
Shreveport-Bossier
South Bend
St. Louis
Warrensburg Collegiate
Youngstown-Warren Metro

Total
10,354.7
Net
8,878.6

Panels Directed
To Hispanics

4926

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